

CONTRACT



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

And:

Crossroads Media, LLC.
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

<u>Contract / Revision</u> 559888 /		<u>Alt Order #</u> 07888605
<u>Product</u> Crossroads GPS		
<u>Contract Dates</u> 09/25/12 - 10/01/12		<u>Estimate #</u> 12/11/737
<u>Advertiser</u> Crossroads GPS		<u>Original Date / Revision</u> 10/02/12 / 10/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WTKR	<u>Account Executive</u> Jamie Andrus	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 8433	<u>Advertiser Code</u> 12	<u>Product Code</u> 11
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	3	09/25/12	09/30/12	NewsChannel 3 News	5-6am		:30			NM	4	\$1,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1111--				4	\$485.00			
2	3	10/01/12	10/01/12	NewsChannel 3 News	5-6am		:30			NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$485.00			
3	3	09/25/12	09/30/12	CBS This Morning	7-9a		:30			NM	4	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				4	\$210.00			
4	3	10/01/12	10/01/12	CBS This Morning	7-9a		:30			NM	1	\$210.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$210.00			
E 5	3	09/25/12	09/30/12	Price Is Right	11am-12n		:30			NM	1	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1111--				4	\$630.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	2	3	09/24/12-09/30/12	Price Is Right	11am-12n	-TuWThF----	:30		\$630.00	NM		
				Credited								
	3	3	09/24/12-09/30/12	Price Is Right	11am-12n	-TuWThF----	:30		\$630.00	NM		
				Credited								
	4	3	09/24/12-09/30/12	Price Is Right	11am-12n	-TuWThF----	:30		\$630.00	NM		
				Credited								
6	3	10/01/12	10/01/12	Price Is Right	11am-12n		:30			NM	1	\$630.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$630.00			
7	3	09/25/12	09/30/12	Newschannel 3 News	12n-1230pm		:30			NM	4	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1111--				4	\$420.00			
8	3	10/01/12	10/01/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$420.00			
9	3	09/25/12	09/30/12	Ellen Degeneres 3pm	3-4pm		:30			NM	4	\$1,680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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559888 /	07888605

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/25/12 - 10/01/12	Crossroads GPS	12/11/737

<u>Advertiser</u>	<u>Original Date / Revision</u>
Crossroads GPS	10/02/12 / 10/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	<u>Totals</u>	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1111--				4	\$420.00			
10	3	10/01/12	10/01/12	Ellen Degeneres 3pm	3-4pm		:30			NM	1	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$420.00			
11	3	09/25/12	09/30/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	4	\$2,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1111--				4	\$530.00			
12	3	10/01/12	10/01/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	1	\$530.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$530.00			
13	3	09/25/12	09/30/12	Newschannel 3 News	5-530pm		:30			NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1111--				4	\$550.00			
14	3	10/01/12	10/01/12	Newschannel 3 News	5-530pm		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$550.00			
15	3	09/25/12	09/30/12	Newschannel 3 News	530-6pm		:30			NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1111--				4	\$550.00			
16	3	10/01/12	10/01/12	Newschannel 3 News	530-6pm		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$550.00			
17	3	09/25/12	09/30/12	Newschannel 3 News	6-630pm		:30			NM	4	\$3,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1111--				4	\$840.00			
18	3	10/01/12	10/01/12	Newschannel 3 News	6-630pm		:30			NM	1	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$840.00			
19	3	09/25/12	09/30/12	7-730pm	7-730pm		:30			NM	4	\$3,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				4	\$840.00			
20	3	10/01/12	10/01/12	7-730pm	7-730pm		:30			NM	1	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$840.00			
21	3	09/25/12	09/30/12	The Insider	730p-8pm		:30			NM	4	\$3,360.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-TWTF--				4	\$840.00			
22	3	10/01/12	10/01/12	The Insider	730p-8pm		:30			NM	1	\$840.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$840.00			
23	3	09/25/12	09/30/12	Late News (M-F)	11-1135p		:30			NM	4	\$5,020.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1111--				4	\$1,255.00			
24	3	10/01/12	10/01/12	Late News (M-F)	11-1135p		:30			NM	1	\$1,255.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$1,255.00			
25	3	09/29/12	09/29/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S-				1	\$950.00			

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Crossroads GPS	10/02/12 / 10/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	<u>Totals</u>	
26	3	09/30/12	09/30/12	Late News (Sa-Su)	11-1135p		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-----S				1	\$950.00			
27	3	09/25/12	09/30/12	Late Night with David Letterman	1135pm-1237am		:30			NM	4	\$1,940.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1111--				4	\$485.00			
28	3	10/01/12	10/01/12	Late Night with David Letterman	1135pm-1237am		:30			NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	M-----				1	\$485.00			
Totals											64	\$40,285.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	51	\$32,230.00	\$27,395.50
10/01/12 - 10/01/12	13	\$8,055.00	\$6,846.75
Totals	64	\$40,285.00	\$34,242.25

Signature: _____ Date: _____

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